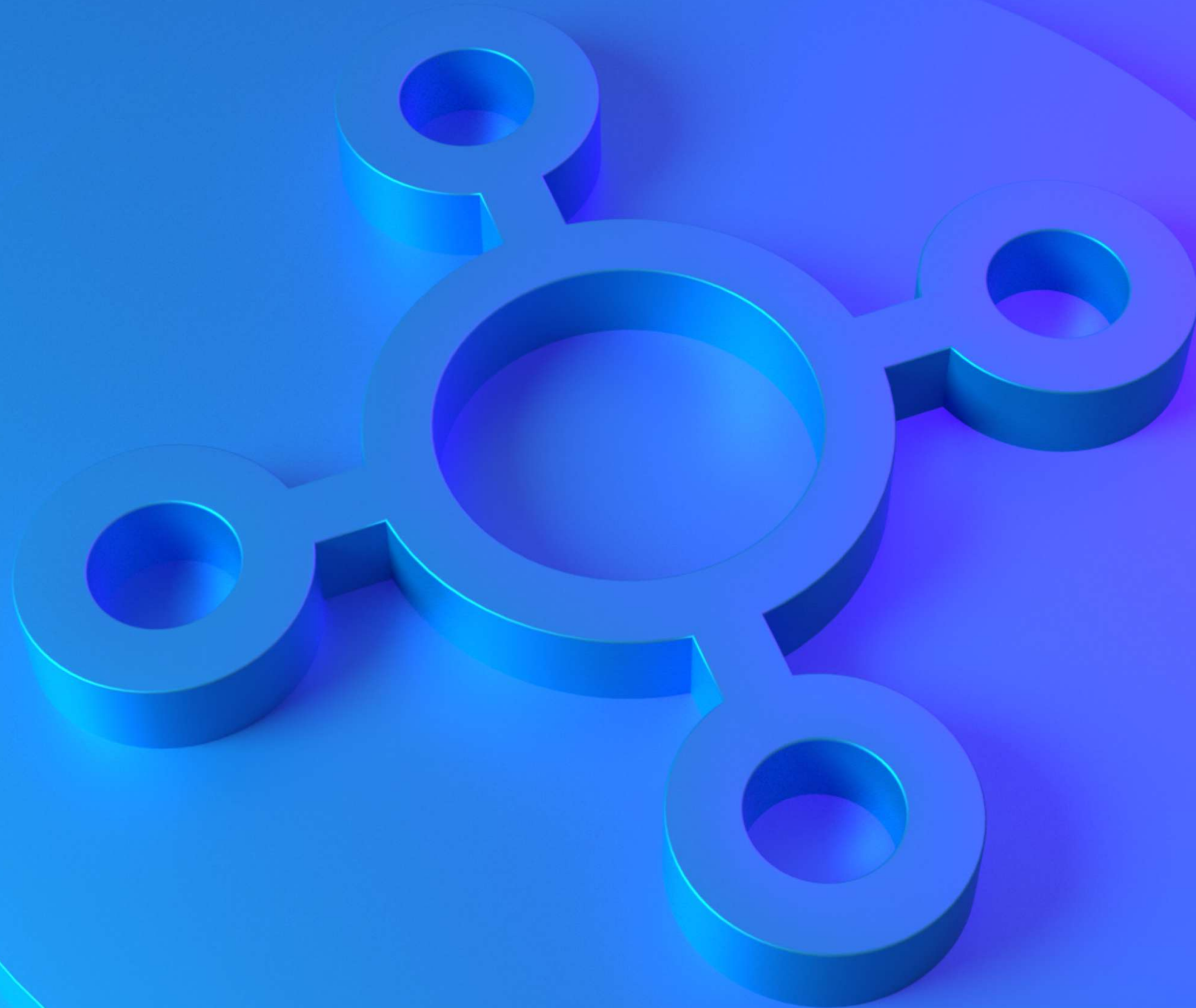


END-TO-END WORKFLOW-BASED INNOVATION MANAGEMENT SYSTEM

# INNOVATION PLATFORM™

softserve





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# INNOVATION PLATFORM

## END-TO-END WORKFLOW-BASED INNOVATION MANAGEMENT SYSTEM

Innovation Platform is an end-to-end innovation management system with configurable workflow, where you solve an issue together with others by sharing ideas, trying them out on the market, and shaping those ideas into solutions.



Innovate on the go with our Android and iOS apps

The screenshot displays the 'softserve' Innovation Platform interface. The top navigation bar includes the company name, search, chat, notifications, and user profile (John Doe). A left sidebar contains navigation options: Dashboard, My space, Activity, All projects, Users, and Teams. The main content area shows a grid of project cards under the heading 'Projects'. Each card represents a different project stage and includes statistics for participants, ideas, and comments. A 'Challenges' sidebar is also visible on the right.

Project Name	Stage	Participants	Ideas	Comments	Other Metrics
Idea bank	IDEATE STAGE	10	42	10	Internal project, Created - 11.09.21
Hackathon	VOTE STAGE	61	25	4	External+internal project, Created - 11.09.21
Implementation project	SCALE IN/OUT	67	123	-	External project, Created - 10.01.21
Idea bank	IDEATE	10	42	10	Internal challenge, Created - 11.09.21
Idea bank	VOTE STAGE	25	72	646	Contributor
Validation project	VALIDATION	26	3	5	Assumptions, Experiments
Hackathon	LEARN STAGE	235	235	53	-



MVP (Go/Not go according to OKRs)

DELIVER



# INNOVATION FLOW

SoftServe understands how driving innovation is important for companies and what it takes to challenge existing processes and products.

Nowadays every company should constantly transform and support that by successful innovation. That is why SoftServe offers to start using Innovation Platform to increase the success rate of innovation.

## IDEATE



### Problem definition

Design workshop

Ideation workshop

Internal ideas

Market ideas



### Ideation

Expert community

Partners

Customers



### Validation

PoC/Rapid prototyping

Market research

Surveys



### Realization

MVP (Go/no go according to OKRs)







# MANAGING PROJECTS

A framework for managing out-of-the-box ideation. Create, discuss, prioritize ideas, store and share files.

Invite both internal and external partners and customers to create, discover, contribute, and problem-solve.

Innovation projects

Project info at a glance

Project templates

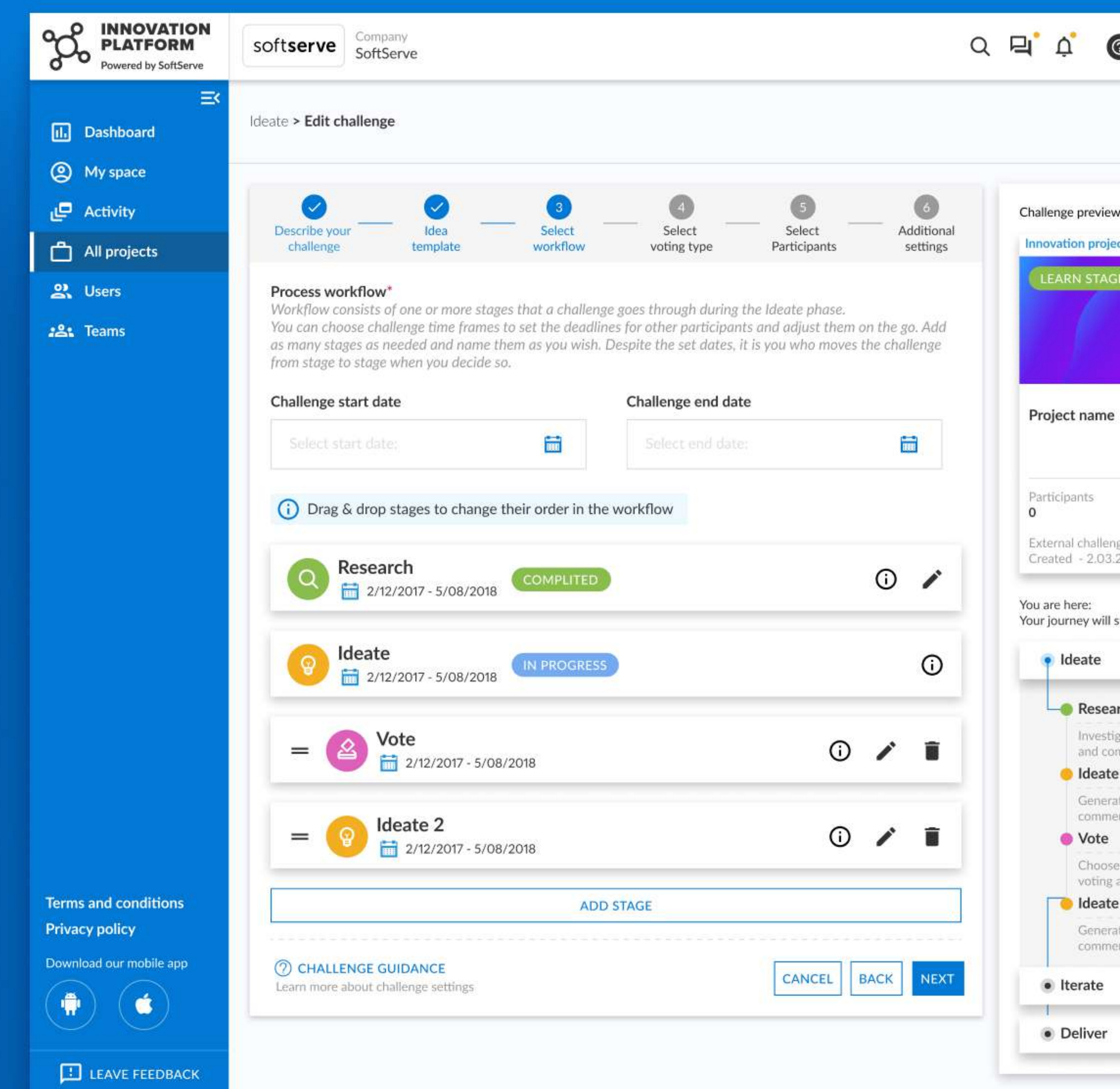
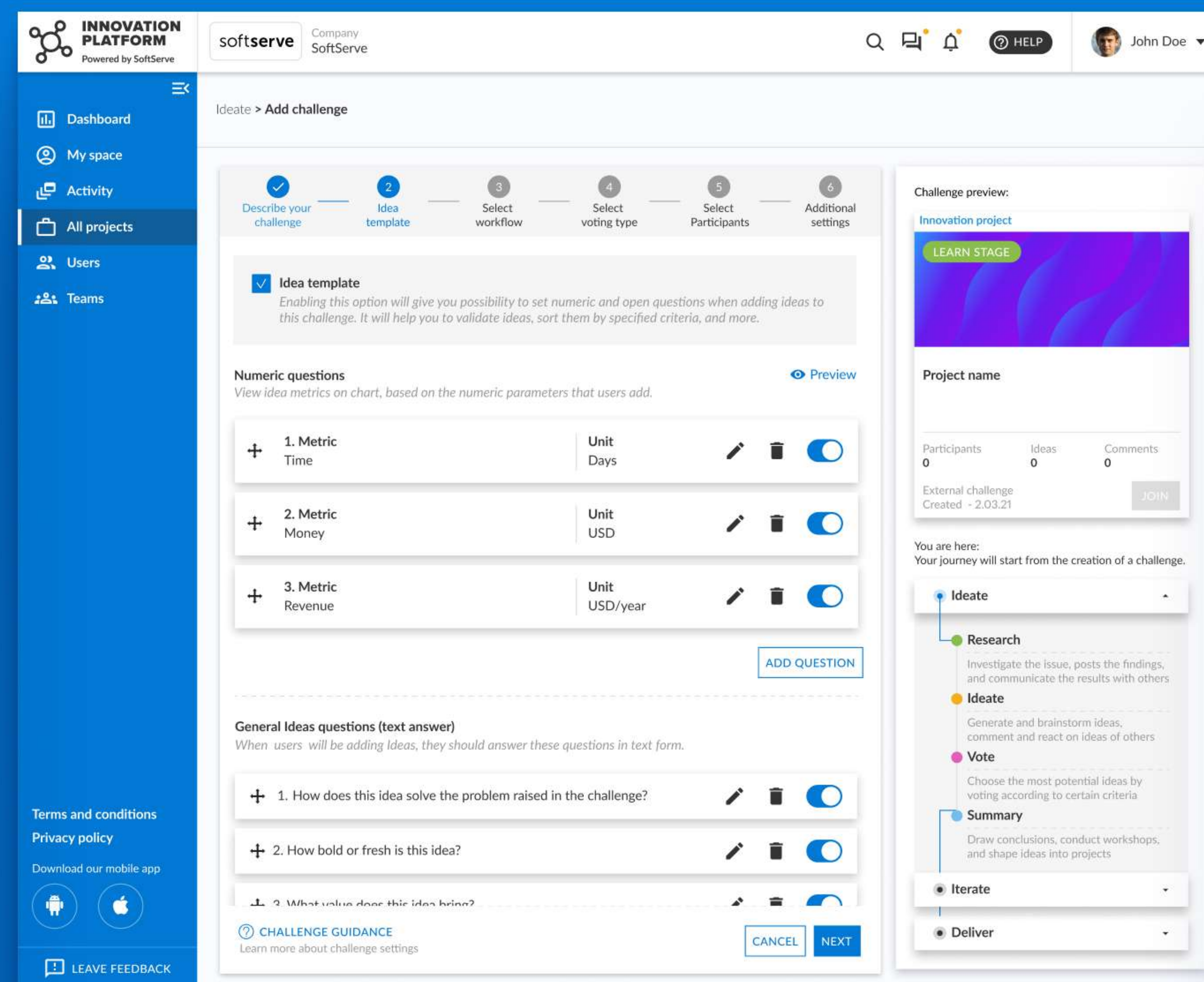
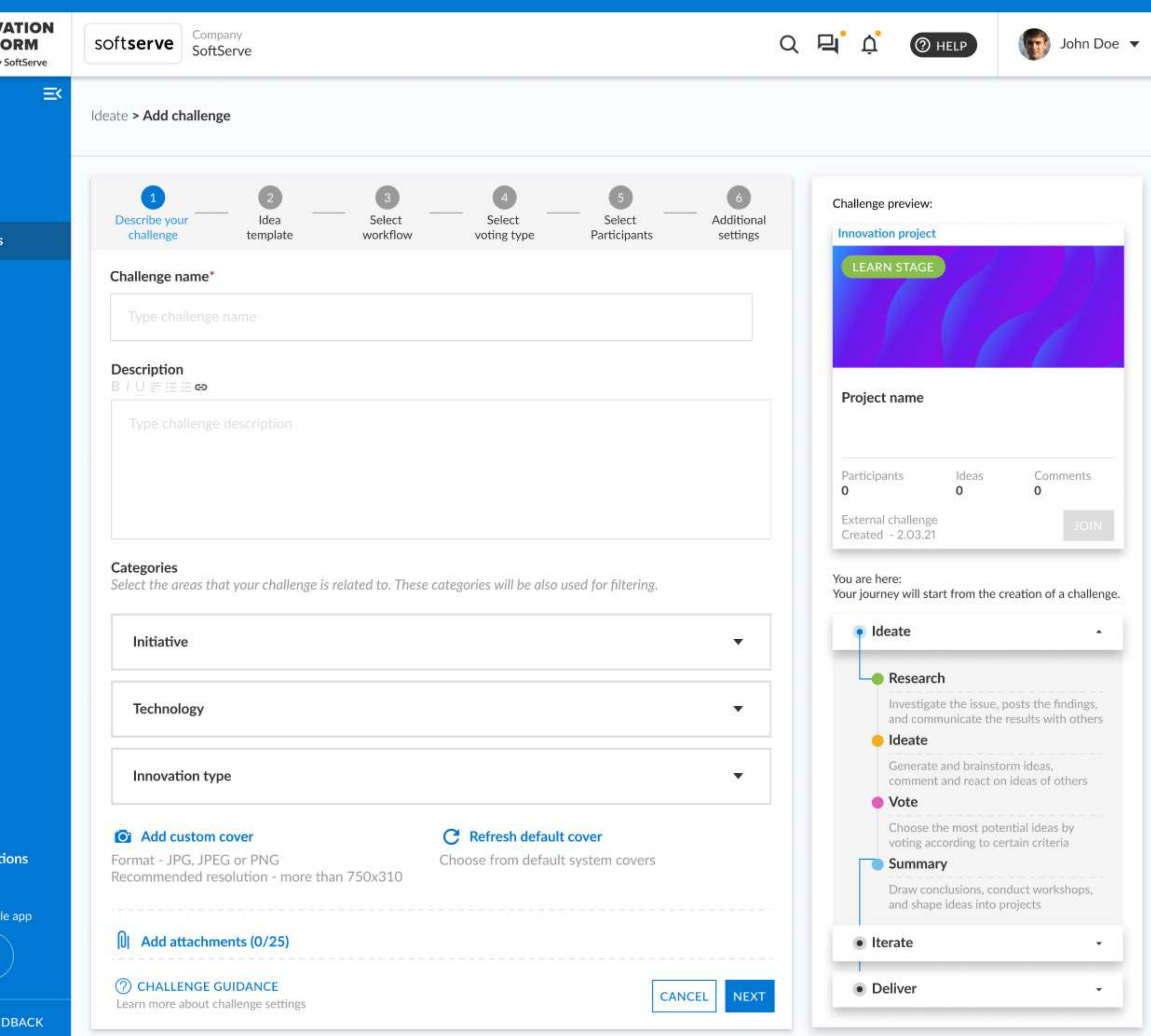
Smart filters



Managing projects

# WIZZARD

Create a project to address your innovation challenges, add numeric and descriptive questions to idea submission form to get high-quality input, and customize the workflow to fit your organization's unique processes.







# IDEATE MODULE

Ideation module allows you to frame a problem and gather a team or a crowd to generate ideas to solve it. Idea submission form may be simple or contain an idea template with numeric and descriptive questions. Once idea is added, everyone can take part in the discussion to help elaborate it.

The screenshot shows the 'Ideate' module interface. At the top, there's a navigation bar with the 'softserve' logo, a search bar, and a user profile for 'John Doe'. Below this is a sidebar with navigation options: 'Back', 'Innovation flow', 'Ideate' (selected), 'Learn', 'Vote', 'Experiment', 'Iterate', and 'Deliver'. The main content area displays a challenge titled 'Improving efficiency and speed of delivery mobile technology and improve access'. It features a list of ideas with details such as the author's name and role, the number of votes, and a table of metrics including 'Cost to implement (USD)', 'Time to implement (Days)', and 'Project revenue (USD/year)'. Two ideas are visible: one by Jemma Stone (Project Manager) and one by Barbara Streng (Engineer). Each idea has a 'Link idea' button and a 'MOVE TO NEXT STAGE' button.

- Create ideas
- Idea template
- Comment and discuss
- Vote for ideas
- Conduct workshops
- Summarize ideas

The 'Add Idea' form is shown in a modal window. It includes a text input for 'Idea title\*' with the value 'Increasing revenue'. To the right is an 'Add cover' button with a camera icon and the text 'JPG, JPG, PNG or JFIF'. Below this is the 'IDEA METRICS' section with two columns of input fields: 'Cost to implement (USD)' with the value '3000' and 'Time to implement (Days)' with the value '60'. The 'Revenue (USD/year)' field has the value '12000'. At the bottom, there is a rich text editor for 'Idea description' with a text area containing the same text as seen in the challenge description. The form ends with 'CANCEL' and 'PUBLISH' buttons.



Ideate module

# DISCUSS IDEA DETAILS

See all the information about submitted idea, including its status, popularity, discussions around it and more.

Jemma Stone Project Manager 12 6 2 a year ago Link idea

**Validate price proposal solutions for local car dealers. New micro project about how to validate proposal scope for enterprize size**

The study shows that the validation phase in the innovation process is a creative process, rather than just being a set of activities that relate to the mere execution of the created ideas. Viewing the validation process as an exploratory search for new knowledge, this study establishes a relationship between the form of knowledge mobilized, vertically...

	Cost to implement (USD)	Time to implement (Days)	Project revenue (USD/year)
26	3000	60	12000

[MOVE TO NEXT STAGE](#)

**INNOVATION PLATFORM** Powered by SoftServe **softserve** Company SoftServe

← Back

Innovation flow

- Learn Dec 11-Dec 31 432
- Ideate Dec 11-Dec 31 12**
- Vote Dec 11-Dec 31 5
- Experiment Dec 11-Dec 31 8
- Iterate
- Deliver

When ready, move ideas

Idea metrics

Vertical

Cost (USD)

1000-5600

20 out of 120 Ideas meet

12 ideas without metric

**Ideate details**

- About challenge
- Participants
- Analytics
- Canvases
- Activity log

Jemma Stone Project Manager 12 6 2 a year ago

**Validate price proposal solutions for local car dealers. New micro project about how to validate proposal scope for enterprize size**

The study shows that the validation phase in the innovation process is a creative process, rather than just being a set of activities that relate to the mere execution of the created ideas. Viewing the validation process as an exploratory search for new knowledge, this study establishes a relationship between the form of knowledge mobilized, vertically within an organization or horizontally from outside, and the form of legitimation required. Validation based on internally generated knowledge is effective in terms of achieving pragmatic (efficiency-driven) objectives. Inter-organizational knowledge inflows are associated with cognitive legitimacy – a form of legitimacy that leads to changes in the stakeholders’ beliefs about a the product. In contradistinction, horizontal, socio-cultural inflows of knowledge are likely to improve on the product itself, thereby generating more traction for validation.

[Show full description](#)

Idea metrics

Linked ideas (2)

Comments (12)

Add your comment...

Jemma Stone 08:30  
Request advisers from customer side (another team etc.)  
It should make process and resources allocation more clear for customer  
10 20 Reply Show 25 replies

Cameron Williamson 08:30  
Request advisers from customer side (another team etc.)  
It should make process and resources allocation more clear for customer  
7 1 Reply Hide 3 replies

Wade Warren 08:30  
Prepare presentation for customer with problems we are facing  
Prepare a good and fancv presentation with our painpoints and whv/

This idea is on **IDEATE STAGE**

Cover

Attachments

- Research.doc (1.4Mb)
- Notes.doc (1.4Mb)

[Download all](#)

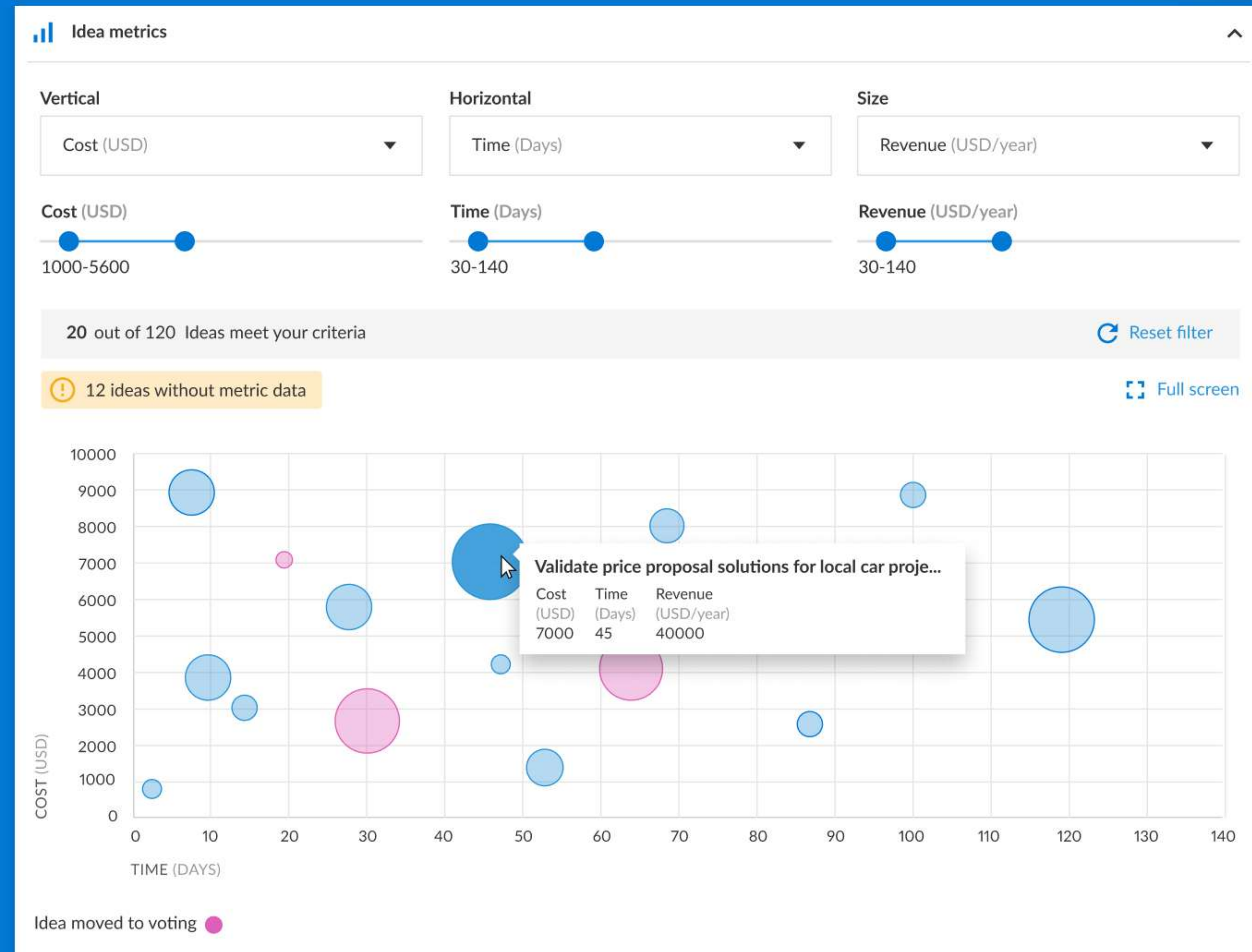
[MOVE TO NEXT STAGE](#)



Ideate module

# IDEA METRICS GRAPH VIEW

If you are using a template with numeric questions, ideas that correspond to the template are shown on the graph so you can easily compare them in different dimensions and decide which ones are worth being moved further.



**INNOVATION PLATFORM**  
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HELP

John Doe

← Back

Innovation flow

- Ideate ▲
- Learn Dec 11-Dec 31 432
- Ideate Dec 11-Dec 31 12
- Vote Dec 11-Dec 31 5
- Experiment Dec 11-Dec 31 8
- Iterate ▼
- Deliver ▼

Ideate details

- About challenge
- Participants
- Analytics
- Canvases
- Activity log

## Improving efficiency and speed of delivery mobile technology and improve access

20 out of 120 Ideas meet your criteria Reset filter

12 ideas without metric data Full screen

Idea moved to voting

Jemma Stone  
Project Manager

12 comments 6 attachments 4 links a year ago

Link idea

### Validate price proposal solutions for local car dealers

More than 2 billion people worldwide currently cannot access the medicines they need, and over 400 million lack access to essential health services. Healthcare access will only be improved if local health system challenges are identified and addressed to ensure that medicines and services are available when and where they are needed, at the local communi...

2 likes 0 comments

Cost to implement (USD)	Time to implement (Days)	Project revenue (USD/year)
7000	45	40000

[MOVE TO NEXT STAGE](#)

Barbara Streng  
Engineer

10 comments 3 attachments 2 links a year ago

Link idea

### Reduce development cost

For the functionality that is not change very frequently, cover test scenarios with Automation solution and QA team can utilize



Ideate module

# VOTE AND SUMMARIZE

## Vote for ideas

Set up the voting process the way you need, decide on the voters and how many votes they can have, choose the criteria for evaluation. Run as many voting rounds as you need to select the most promising ideas.

## Revise the outcomes

Run workshops to further elaborate ideas, capture the outcomes and move on to the next steps—validation or implementation.

The screenshot shows the 'Ideate' phase of an innovation challenge. The challenge title is 'Improving efficiency and speed of delivery mobile technology and improve access'. The interface includes a navigation sidebar with options like 'Learn', 'Ideate', 'Vote', 'Experiment', 'Iterate', and 'Deliver'. The 'Vote' phase is active, showing a 'You can vote for 1 idea' message. Two ideas are displayed for voting:

- Idea 1:** 'Validate price proposal solutions for local car dealers and more details' by Jemma Stone (Project Manager). It has 12 comments, 6 attachments, and 4 links. Evaluation criteria include 'Inventive' (4 stars) and 'Time to market' (3 stars).
- Idea 2:** 'Reduce development cost' by Jemma Stone (Engineer). It has 10 comments, 1 attachment, and 1 link. Evaluation criteria include 'Inventive' (3 stars) and 'Time to market' (3 stars).

Buttons for 'MANAGE VOTING', 'SEND REMINDER', and 'COMPLETE YOUR VOTING' are visible at the top right of the idea cards.

The screenshot shows the 'Workshop' phase of the innovation challenge. The challenge title remains the same. The interface includes a search bar for ideas and a 'Feedback sent' notification. Two workshop entries are displayed:

- Workshop 1:** 'Validate price proposal solutions for local car dealers and more details' by Jemma Stone (Project Manager). It has 12 comments, 6 attachments, and 4 links. Actions include 'EDIT SUMMARY', 'VIEW INTERNAL WORKSHOP RESULTS', and 'CREATE ITERATE PROJECT'.
- Workshop 2:** 'Reduce development cost' by Jemma Stone (Engineer). It has 10 comments, 1 attachment, and 1 link. Actions include 'ADD SUMMARY', 'CONDUCT INTERNAL WORKSHOP', and 'CREATE ITERATE PROJECT'.

Buttons for 'ADD SUMMARY', 'CONDUCT INTERNAL WORKSHOP', and 'CREATE ITERATE PROJECT' are visible at the bottom of the workshop cards.





# ITERATE MODULE

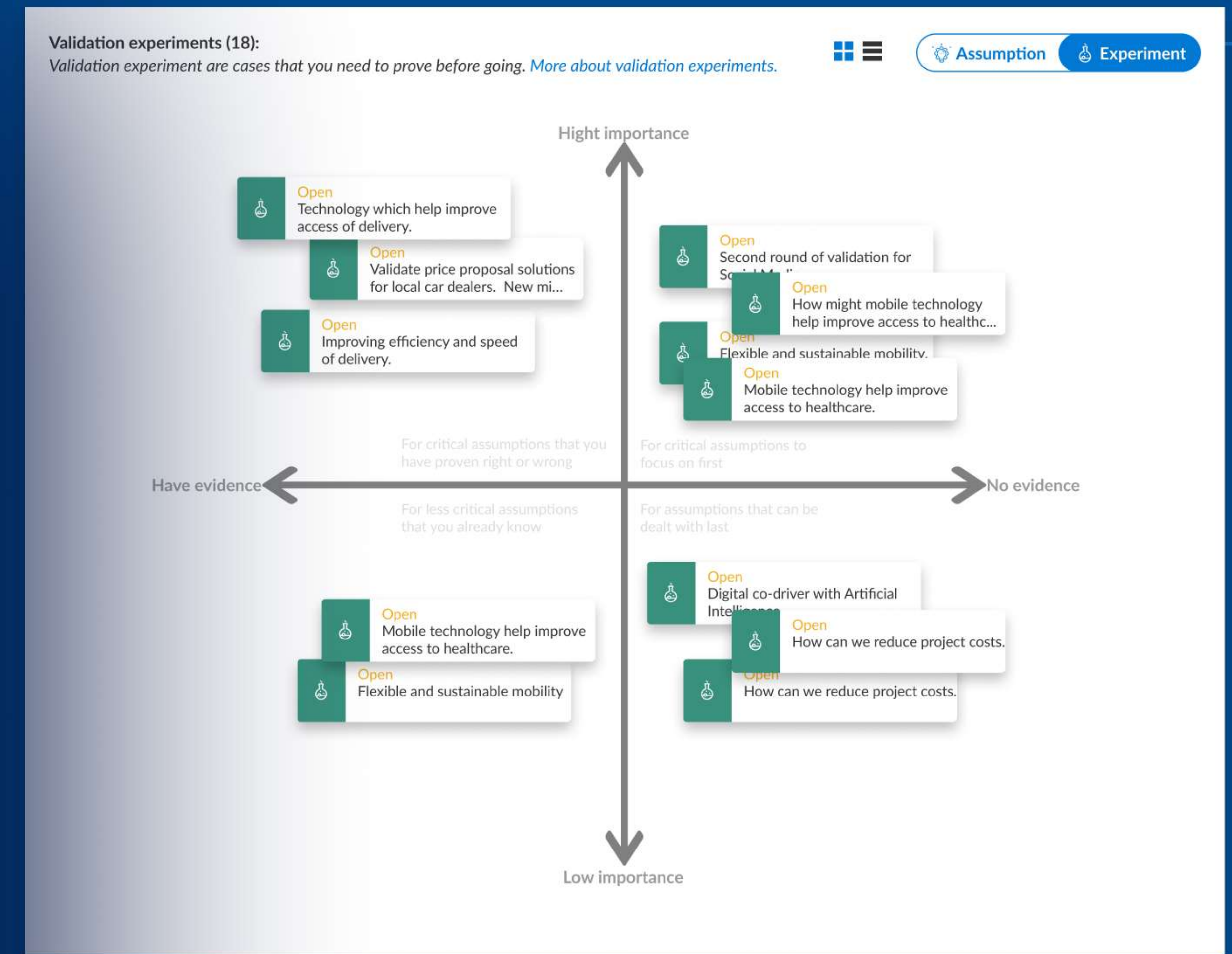
Systematically refine your ideas into market-validated concepts ready for implementation. Verify your concepts, assumptions, and their market feasibility.

Collect feedback, analyze results, and refine your concept.

The screenshot shows the 'Iterate' module interface. At the top, it displays the project title 'Improving efficiency and speed of delivery mobile technology and improve access' with an 'IN PROGRESS' status and a notification 'Attention contributors! Improving efficiency an...'. Below this, there are progress bars for 'Assumption progress' (Closed:2, All:5) and 'Validation experiments progress' (Closed:7, All:11). A central banner reads 'Validate your solution before investing into its implementation. Create assumptions for validation and prioritize them'. Below the banner, there are sections for 'Assumptions (18)' and 'Validation experiments (18)'. The 'Assumptions' section includes a legend for 'Desirability assumption', 'Viability assumption', 'Feasibility assumption', and 'Draft assumption'. The 'Validation experiments' section features a 2x2 matrix with 'High importance' and 'Low importance' on the vertical axis, and 'Have evidence' and 'No evidence' on the horizontal axis. Assumptions are plotted in this matrix with status labels like 'Invalidated', 'Validate', and 'Open'. A sidebar on the left shows the 'Innovation flow' with stages: Ideate, Iterate, Validation (Jun 11-Jun 31), and Deliver. The bottom of the page shows 'Iterate details' including 'About project', 'Participants', 'Analytics', 'Canvases', 'Project insights', and 'Activity log'.

Validate assumptions    Run experiments

Draw conclusions    Prioritize assumptions and experiments





Iterate module

# ADD AND VALIDATE ASSUMPTIONS

Think of assumptions you need to prove right or wrong to validate your idea. Each assumption may be validated with the help of experiments. Depending on the experiments results, mark your assumptions as validated or invalidated and see the recommendations on the next steps.

Describe your assumption

Assumption name\*

Assumption type\*

Importance level:

Evidence level

Description

Add attachments

Assign responsible people

CANCEL PUBLISH

+ ADD ASSUMPTION

INNOVATION PLATFORM Powered by SoftServe

softserve Company SoftServe

John Doe

← Back

Innovation flow

- Ideate
- Iterate
- Validation Dec 11-Dec 31
- Deliver

Iterate details

- About project
- Participants
- Analytics
- Canvases
- Project insights
- Activity log

Improving efficiency and speed of delivery mobile technology and improve access

IN PROGRESS Attention contributors! Improving efficiency an...

+ ADD ASSUMPTION

Related to: ALL

Assumption progress: Closed:0 All:5 Validation experiments progress: Closed:0 All:11

Assumptions (18):

Assumptions are cases that you need to prove before going to implementation. More about assumptions.

Assumption Experiment

VALIDATED

Validate price proposal solutions for local car dealers. New micro project.

Validation experiments: Closed: 7 All: 7

Type: Viability, Importance level: Low importance, Evidence level: Have evidence Recommendation: Validated - Next assumption

Validation experiments:

- Validate price proposal solutions for local car dealers... Type: In progress, Type: Single Feature MVP
- Mobile technology help improve access to healthcare... Status: In progress, Importance level: Discovery Survey
- Second round of validation for Social Media. Status: In progress, Importance level: Custom interview

ADD NEW LINK EXISTING

Apr May Jun Jul Aug Sep Oct Nov

OPEN

Mobile technology help improve access to healthcare .

Validation experiments: Closed: 0 All: 0

Type: Viability, Importance level: Low importance, Evidence level: Have evidence

IN PROGRESS



Iterate module

# CREATE AND RUN VALIDATION EXPERIMENT

- 1 Create and configure your new validation experiment according to your needs
- 2 Run experiments by collaborating with others. Experiment checklist will help you get things done right

Create validation experiment

1 Select type — 2 Describe experiment — 3 Design experiment

Experiment	Cost	Setup/run time	Evidence strength	Theme
Interaction prototype	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Clickable prototype	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Single Feature MVP	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Mash-Up	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Concierge	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Life-Sized Prototype	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Call to action	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Simple Landing page	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Crowdfunding	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Split test	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Presale	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Validation Survey	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Simulation	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Wizard of Oz	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Mock Sale	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Letter of Intent	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Pop-Up Store	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Extreme Programming Spike	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Exploration	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Customer Interview	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Expert Stakeholder interviews	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Partner & Supplier interviews	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
A Day in the Life	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Discovery Survey	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Data analysis	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Search Trend Analysis	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability
Web Traffic Analysis	●●○○○	●●○○○	●●○○○	Desirability Feasibility Viability

CANCEL NEXT

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softserve Company SoftServe

John Doe

Improving efficiency and speed of delivery mobile technology and improve access

IN PROGRESS Attention contributors! Improving efficiency an...

ADD ARTIFACT

Back

Innovation flow

- Ideate
- Iterate
- Validation Jun 11-Jun 31
- Deliver

Iterate details

- About project
- Participants
- Analytics
- Canvases
- Project insights
- Activity log

EXPERIMENT DETAILS

How might mobile technology help improve access to healthcare?

DESCRIPTION

More than 2 billion people worldwide currently cannot access the medicines they need, and over 400 million lack access to essential health services. Healthcare access will only be improved if local health system challenges are identified and addressed to ensure that medicines and services are available when and where they are needed, at the local community level. [See more](#)

TYPE Clickable prototype

IMPORTANCE LEVEL High importance

EVIDENCE LEVEL No evidence

EXPERIMENT STATUS IN PROGRESS

CREATION DATE 2/12/2017

TIMELINE

Start date: 2/12/2017

End date: 2/12/2017

ACTIVITY FEEDBACK

Checklist 15%

- Collect all information about competitors
- Prepare a script for stakeholders interview
- Request stakeholders interview
- Prepare clickable prototype

Add an item

Jemma Stone Project Manager Request feedback 12 6

Competitors analysis

Extra information about competitors is stored in googlesheets

Jemma Stone Project Manager Request feedback 10 4

Validate a script for stakeholders interview

Research.doc (1.4Mb)





# DELIVER MODULE

Accelerate the implementation and maintenance of your idea. Create a well-planned and executed implementation approach, driving outcomes and value for your business.

Deliver the best customer experience with the highest quality solution in the most efficient way.

**INNOVATION PLATFORM** Powered by SoftServe | softserve Company SoftServe | HELP | John Doe

**Improve efficiency and speed of delivery mobile technology** (IN PROGRESS)

**KEY RESULTS**

Key Result	Status	Current Value	Progress	Target Value	To Go
Equipment purchase	Unassigned	1000 (money)	100%	1 000 (money)	0 (money)
Get 30% internal adoption	Unassigned	32 (%)	79%	40 (%)	8 (%)
Promotion campaign	Unassigned	85 (%)	50%	100 (%)	15 (%)

Buttons: + ADD KEY RESULT, Filter: ALL, Update the progress of the KR value, Get started checklist, Project chat

Track success

Add and manage key results

**Budget spending tracking** (IN PROGRESS Oct 13 - Oct 18)

Activity	Description	Validation
Achieved	Current value: 40000 (Money)	100%
	Success value: 36 000 (Money) Ahead: 4 000 (Money)	Target value: 40 000 (Money) To go: 0 (Money)

**Target value achieved** notification: Congratulations! You have conquered the KR target!

User	Value
Yulia Luts (Designer)	40 000 (Money)
Yulia Luts (Designer)	32 000 (Money)

Buttons: VALIDATE, UPDATE VALUE, CLOSE, Get started checklist, Project chat



Extra benefits

# COMMUNICATION

Additional communication channels



Discuss project activities inside the project chat

Stay up to date with the latest activities in your company

The screenshot shows the 'Lack of cross-functional team' chat. The chat history includes messages from Jemma Stone, George Fridl, Leslie Alexander, Guy Hawkins, Jemma stone, George Fridl, and Olivia Brown. A 'Challenge chat' window is open over the chat, showing messages from Olivia Brown and George Fridl. The interface includes a search bar, navigation menu, and user avatars.

The screenshot shows the 'Activity' feed. It lists recent activities such as 'Leslie Alexander created a new project Improving efficiency and speed of delivery', 'Leslie Alexander posted a new idea Validate price proposal solutions', and 'Tomas White created announcement "Airline schedules and travel plans aren't set in stone"'. The interface includes filters for 'ALL ACTIVITY', 'LAST 30 DAYS', 'PROJECTS', and 'USERS'.

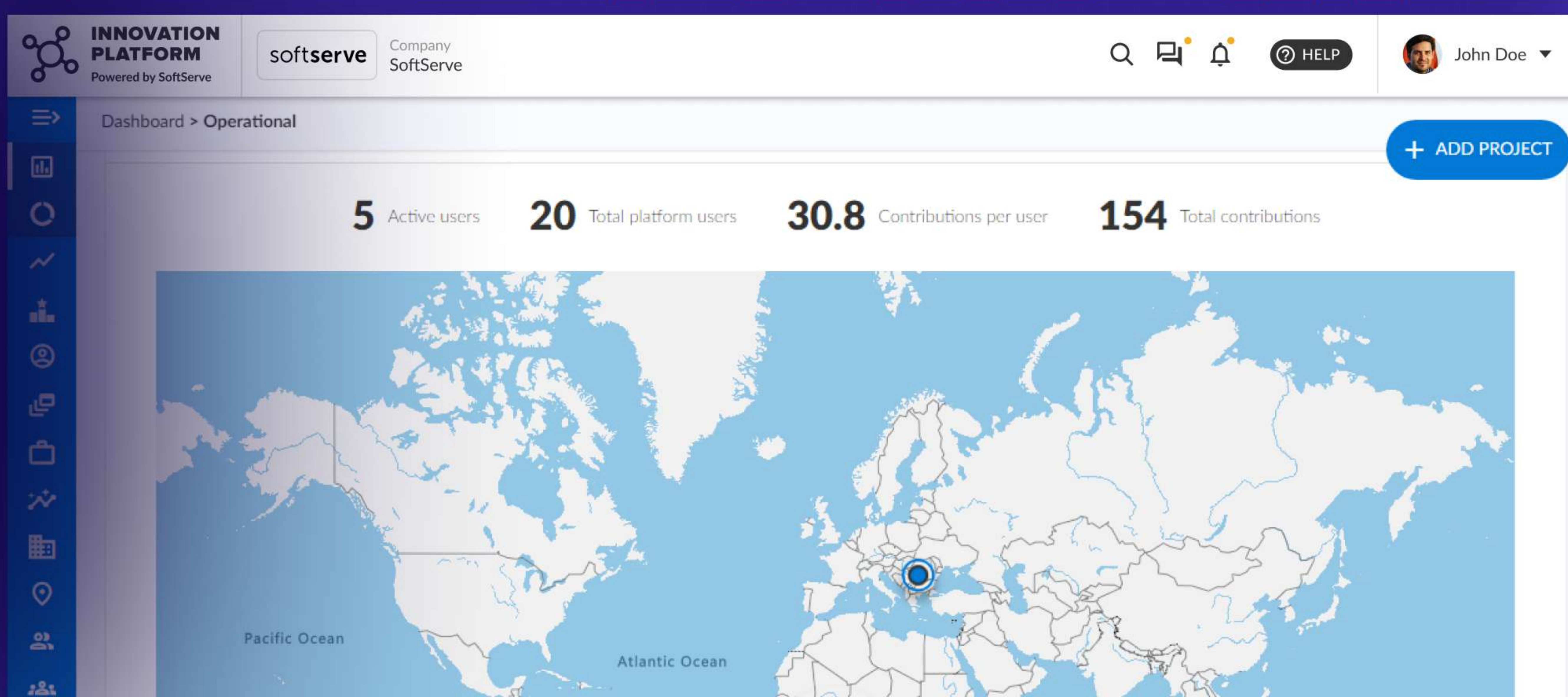
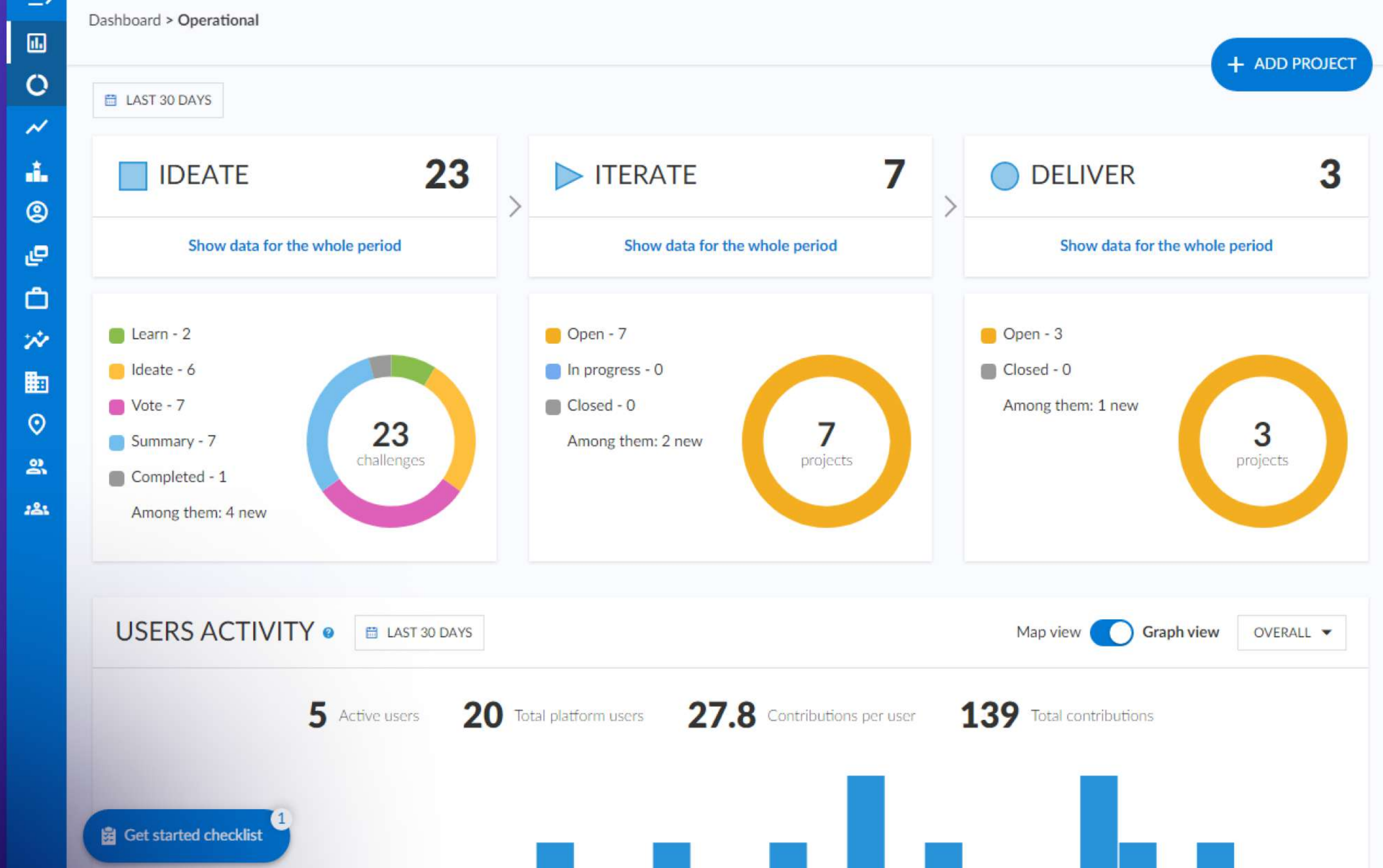
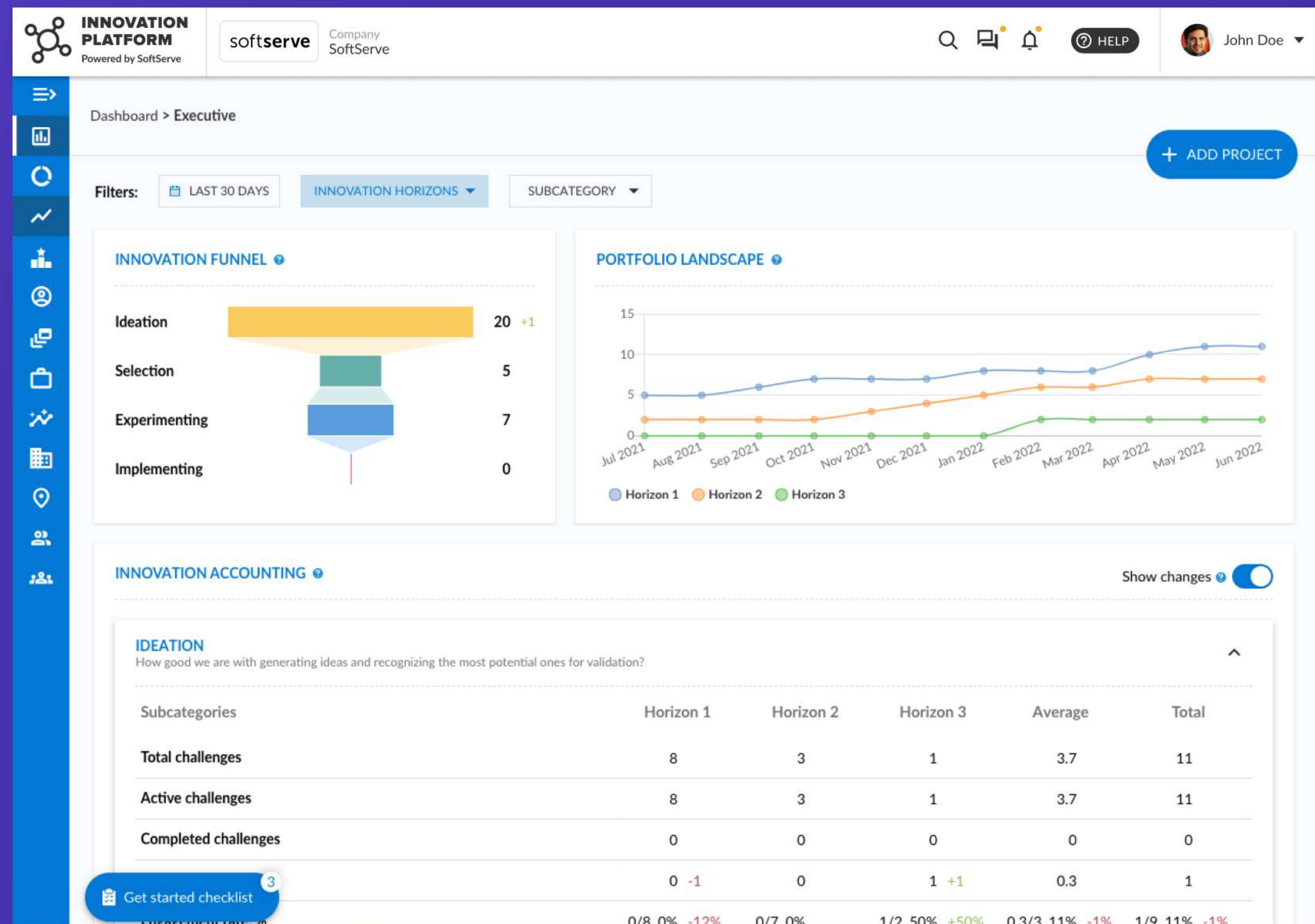


Extra benefits

# ANALYTICS

Stay on top of the overall innovation progress in your company with the operational dashboard

Analyze your portfolio performance with the executive dashboard





Extra benefits

# GAMIFICATION

Track rewards for your contribution, raise your innovation expertise

Competition breeds progress. Encourage the most active innovators

**INNOVATION PLATFORM** Powered by SoftServe

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Dashboard > Leaderboard

**LEADERBOARD**

SINCE STAGE START

All company: 32900 users

Search by name, email, or job title

Ranking	Name	Ideas	Likes	Comments	Achievements	Activity score
4	<b>John Doe</b> Innovation expert Innovation manager	5	26	2	1	24
1	<b>Esther Howard</b> Innovation expert Innovation manager	211	420	65	20	2100
2	<b>Cameron Williamson</b> Innovation expert Innovation manager	120	400	51	14	2065
3	<b>Jenny Wilson</b> Innovation expert Innovation manager	64	350	48	10	2000
4	<b>Kristin Watson</b> Innovation expert Innovation manager	62	327	45	10	1940
4	<b>Robert Fox</b> Innovation expert Innovation manager	61	325	43	10	1935
4	<b>Kathryn Murphy</b> Innovation expert Innovation manager	58	320	40	10	1930
4	<b>Jacob Jones</b> Innovation expert Innovation manager	55	316	40	10	1923

**INNOVATION PLATFORM** Powered by SoftServe

softserve Company SoftServe

John Doe  
Business analyst/Director  
johnd@softserveinc.com Dnipro, Office 1

My ideas  
My draft ideas  
Notification settings  
**Achievements**  
Personal info  
Applications

My teams  
BA team (123 members)  
Innovation team (14 members)  
AT mailtrapped team (80 members)

**MY EXPERIENCE**

Beginner Intermediate **Advanced** Pro - 1500

800

Ideas 26 Likes 458 Comments 27 Achievements 10

**ACHIEVEMENTS**

- Explorer
- Researcher
- Librarian lvl 1
- Librarian lvl 2
- Librarian lvl 3
- Welcome to the jungle
- Ideator lvl 1
- Ideator lvl 2
- Ideator lvl 3**
- Early bird
- Ballot material
- Blade runner
- Down the rabbit hole
- And yet it moves
- The force awakens
- Red hot chilli pepper
- Idea elector lvl 1
- Idea elector lvl 2
- Idea elector lvl 3
- Top comentator lvl 1





# MOBILE APP

Innovate on the go—all the power of Ideate module in your pocket! Add ideas, discuss them with colleagues, vote to select the best ones.

Create ideas

Run ideation projects

Communicate around ideas

Vote for ideas

Activity

Dashboard

Idea management

Idea template

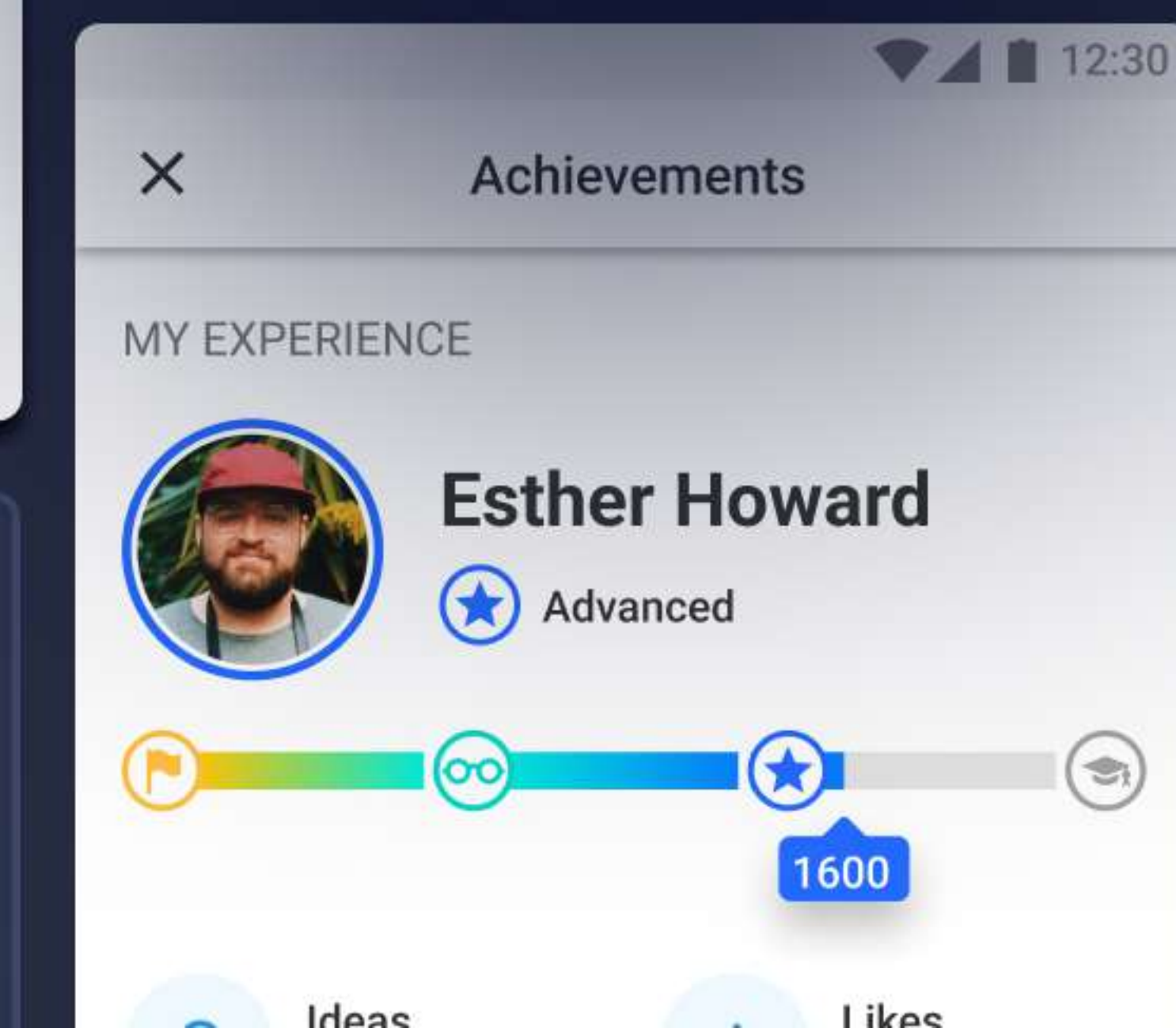
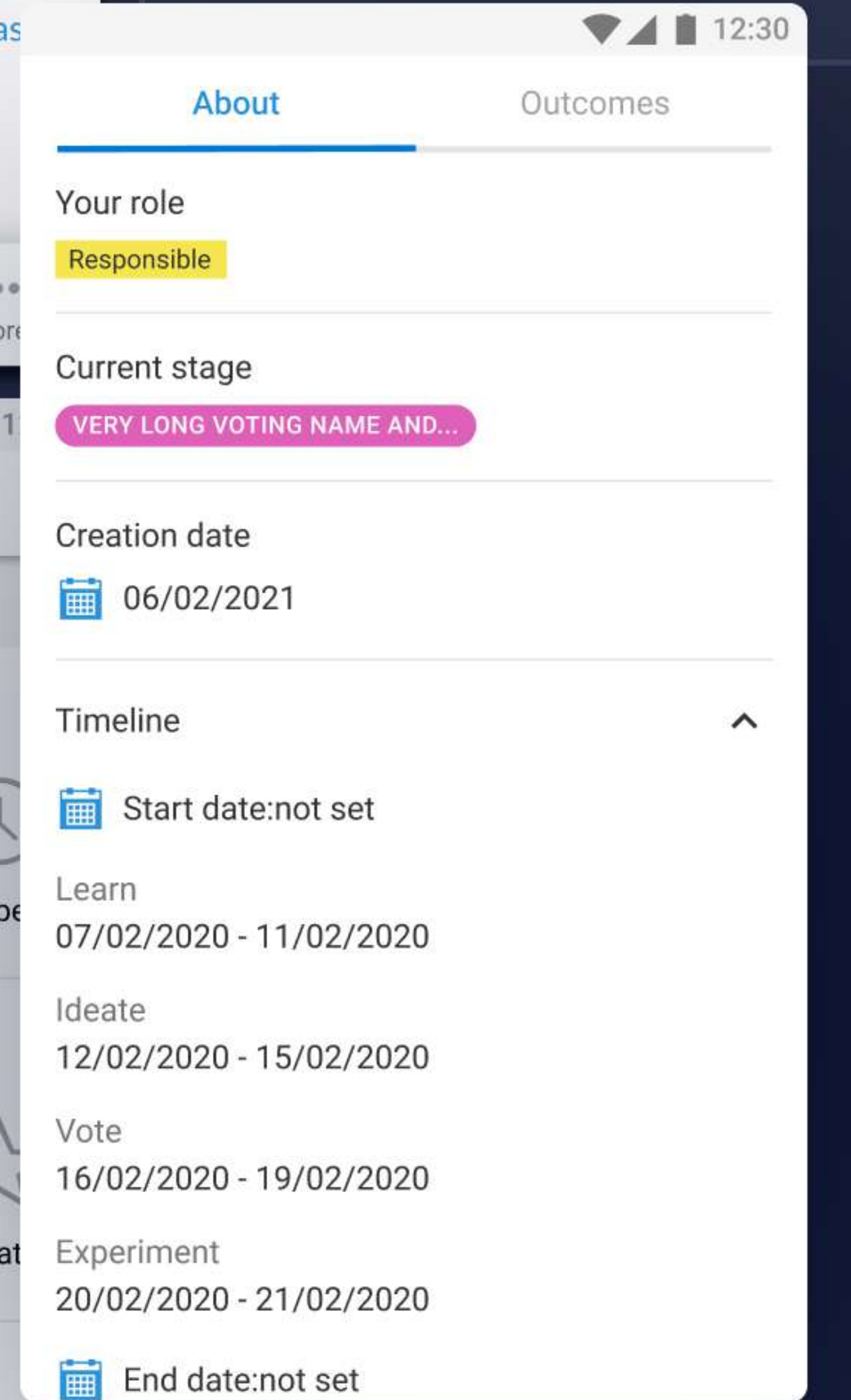
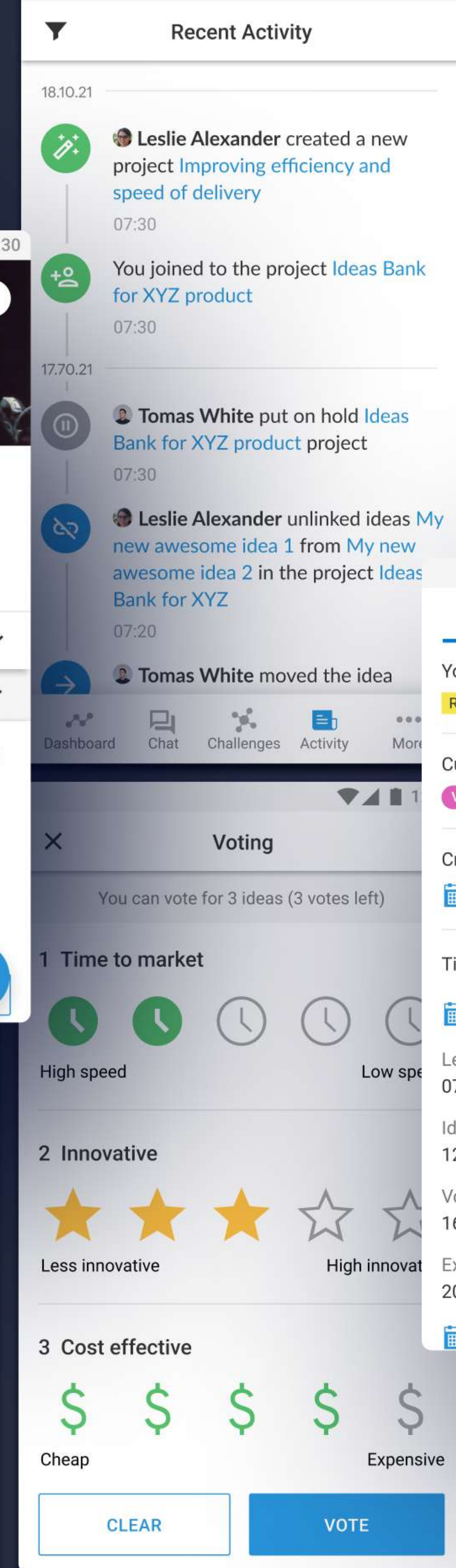
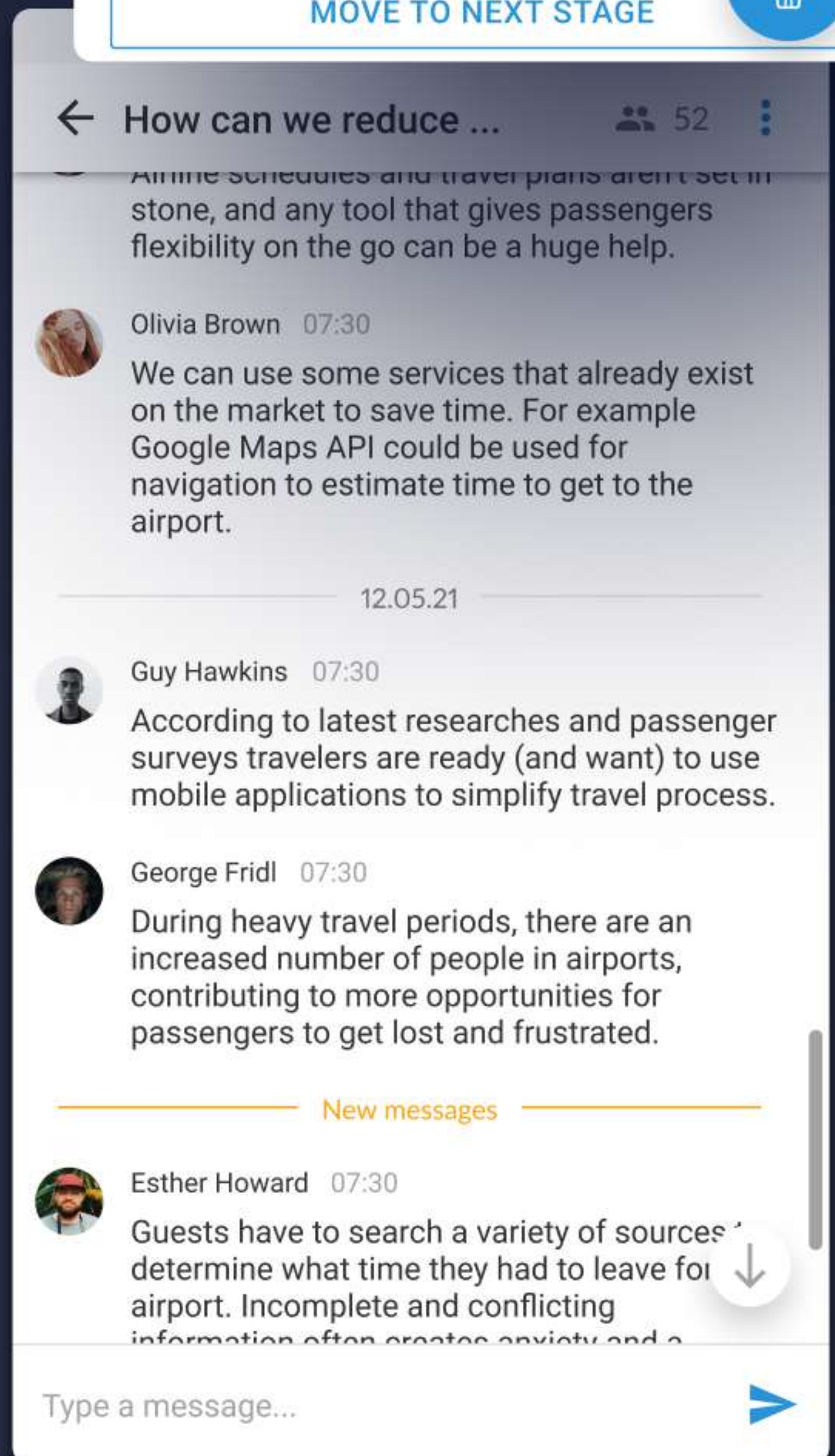
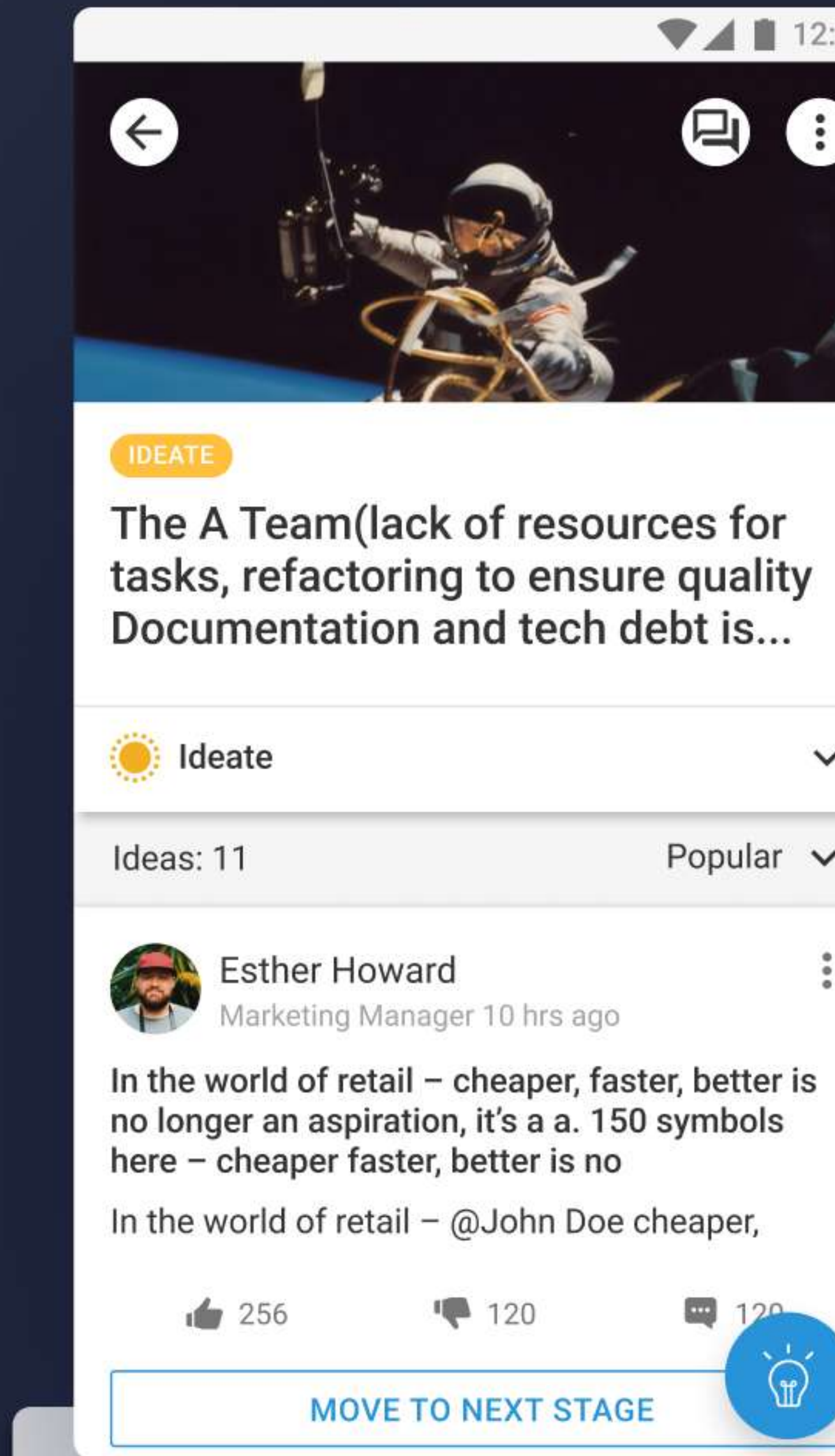
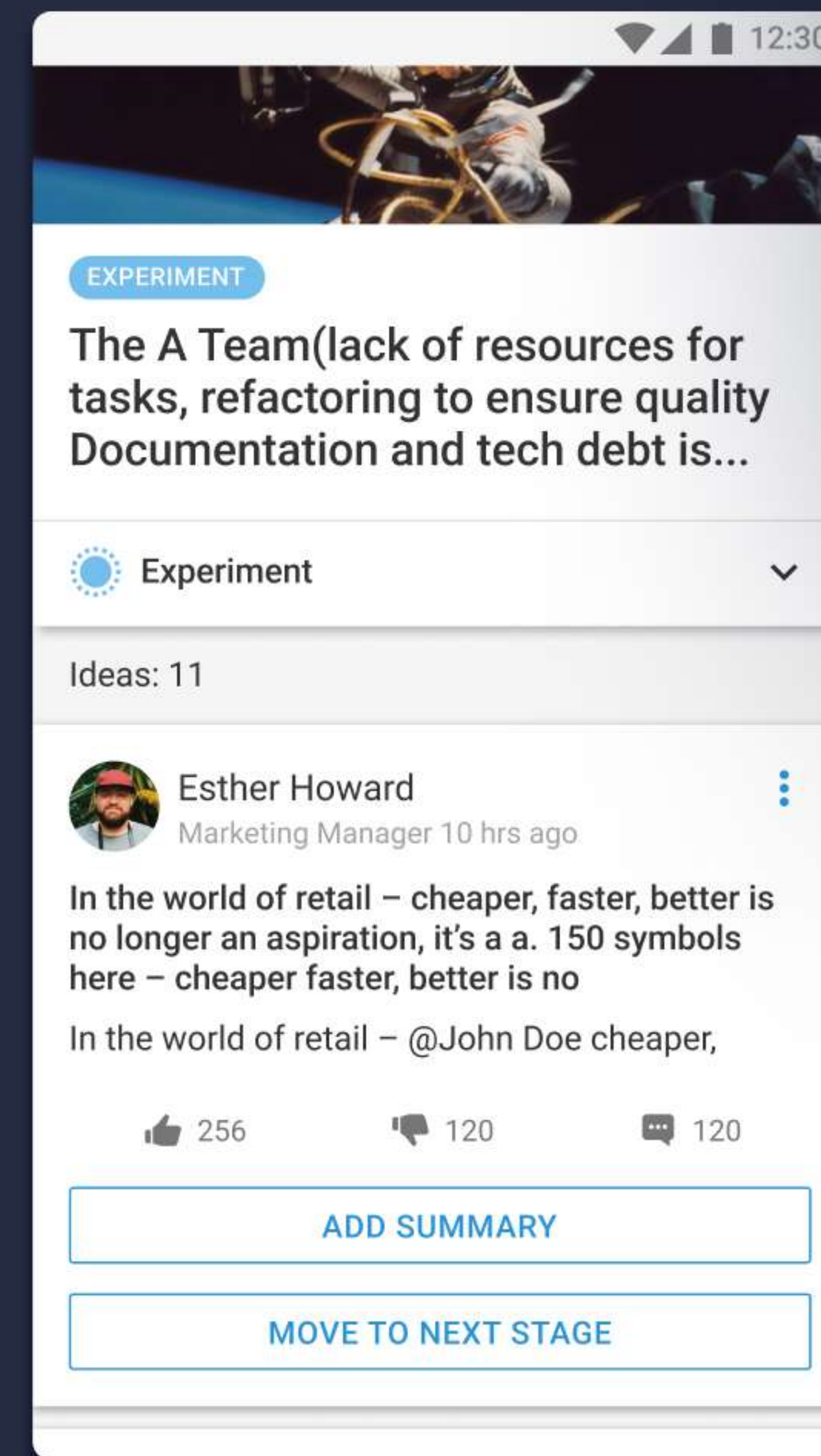
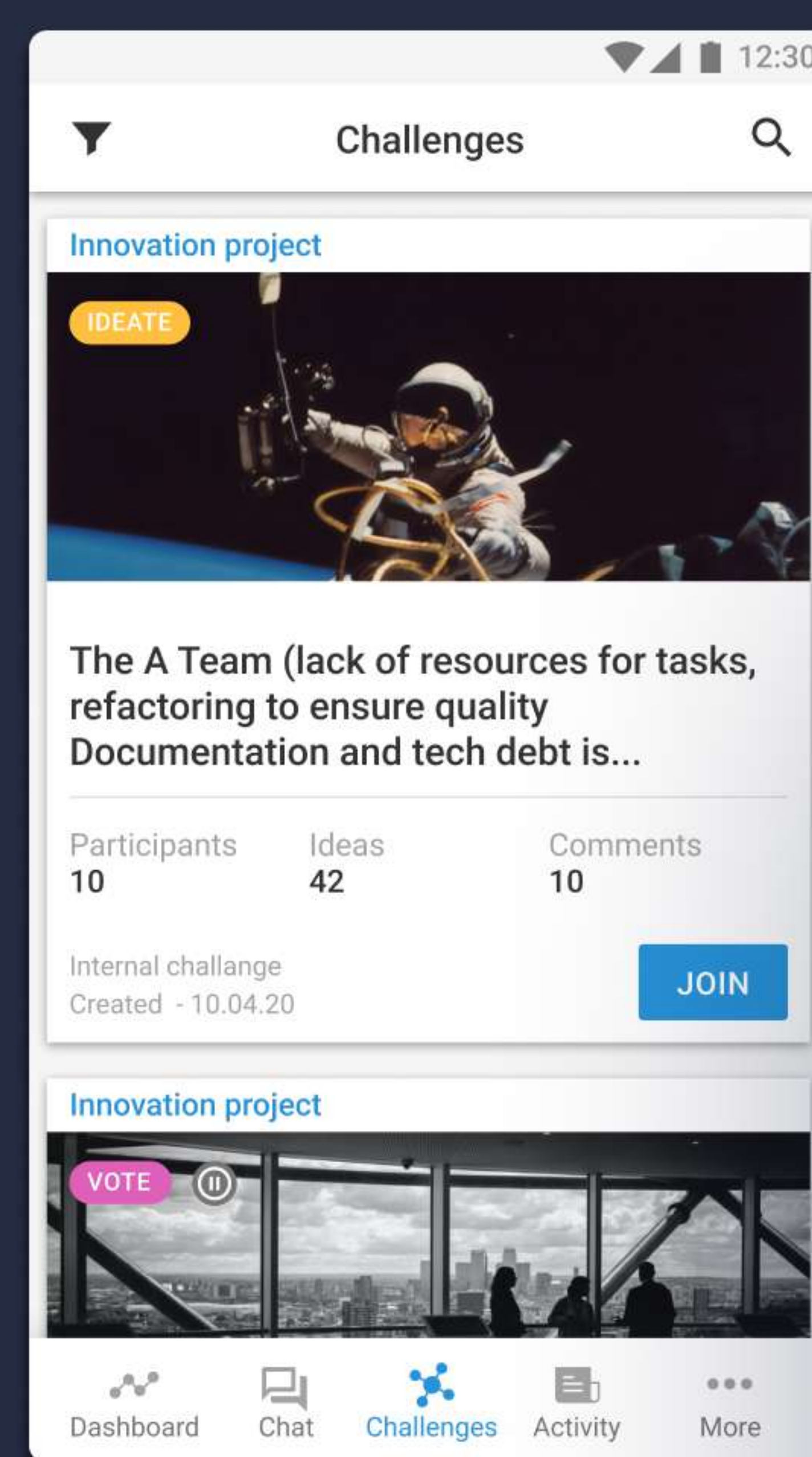
Project management

Dashboard

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